

**REMARKS**

The present application includes claims 76-78, 114-117, 136-155 and 158-164. Claims 136 was amended for clarity in view of a 112 rejection.

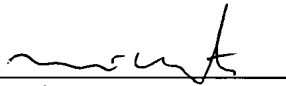
Claims 76-78, 114-117, 136-155 and 158-164 stand rejected under 35 USC 112, second paragraph, as being indefinite for using the statement "by an entity not associated with the site". Applicants amended the claim to relate to a first entity managing the site and a second entity providing the user profile record, not associated with the first entity. The first entity relates to a person or company that manages the Internet site, and the second entity relates to a person or company that provides a service of providing the user profile record, which is not the same entity as the first entity or associated with (e.g., a subcontractor) of the first entity.

Claims 76-78, 114-117 and 136-157 stand rejected under 35 USC 102(e) as being anticipated by US patent publication 2001/0011222 to McLauchlin et al.

Applicant respectfully submits that McLauchlin et al. was filed December 24, 1998, which is after July 20, 1998, the date of Israel patent application IL 125432, which serves as priority for the present application and provides sufficient support for the present claims. Therefore, McLauchlin cannot be used as a reference against the present claims.

In view of the above remarks, applicants submit that the claims are patentable over the prior art of record. Allowance of the application is respectfully awaited. If, however, the Examiner is not convinced and the Examiner is of the opinion that a telephone conversation may forward the present application toward allowance, applicants respectfully request that the Examiner call the undersigned at 1 (877) 428-5468. Please note that this is a direct *toll free* number in the US that is answered in the undersigned's Israel office. Israel is 7 hours ahead of Washington.

Respectfully submitted,

  
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Reg. No. 41,016

May 2, 2007